



PrimeFish



Horizon 2020
Programme

IMPACT OF SEAFOOD CONSUMPTION ON SUSTAINABILITY AND CONSUMERS' HEALTH

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25th October – Aligning the PrimeFish Contributions to
the Blue Growth Strategy

Motivations

- **Health and environmental outcomes of diets**
 - **Health and nutrition:**
 - Diets currently observed in developed countries are strongly associated with adverse outcomes
 - Incidence of diets on chronic diseases (type-2 diabetes, some cancers and cardiovascular diseases) and mortality
 - **Environment:**
 - 30% of the aggregated environmental impact of final consumption in the EU is related to food consumption (Tukker et al. 2011)
- **Healthy diets recommendation**

Motivations

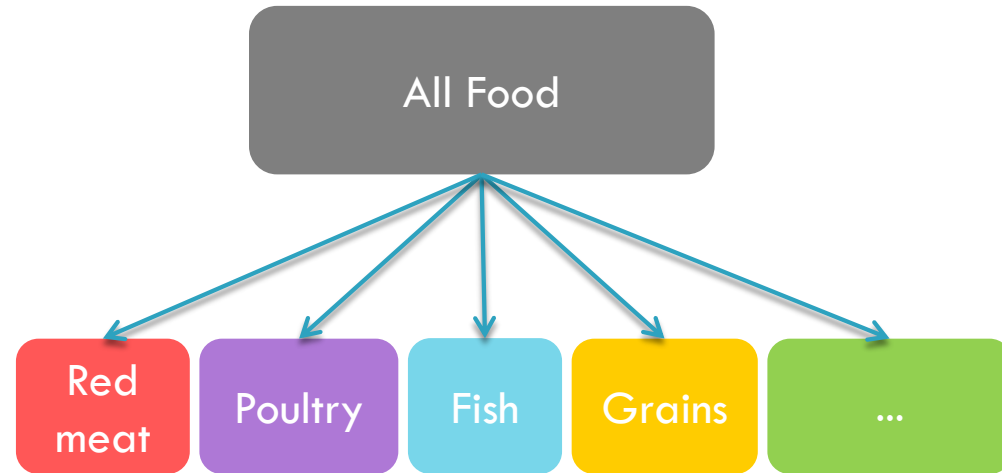
- **What place is there for fish in sustainable diets?**
 - Healthy image of fish
 - Diets rich in fish seem preferable to diets rich in meat from environmental point of view
- **How the promotion of fish consumption might affect the environmental and health properties of diets?**
- **Would that type of promotion be cost effective?**

To increase fish consumption in France - Methods

Economic model

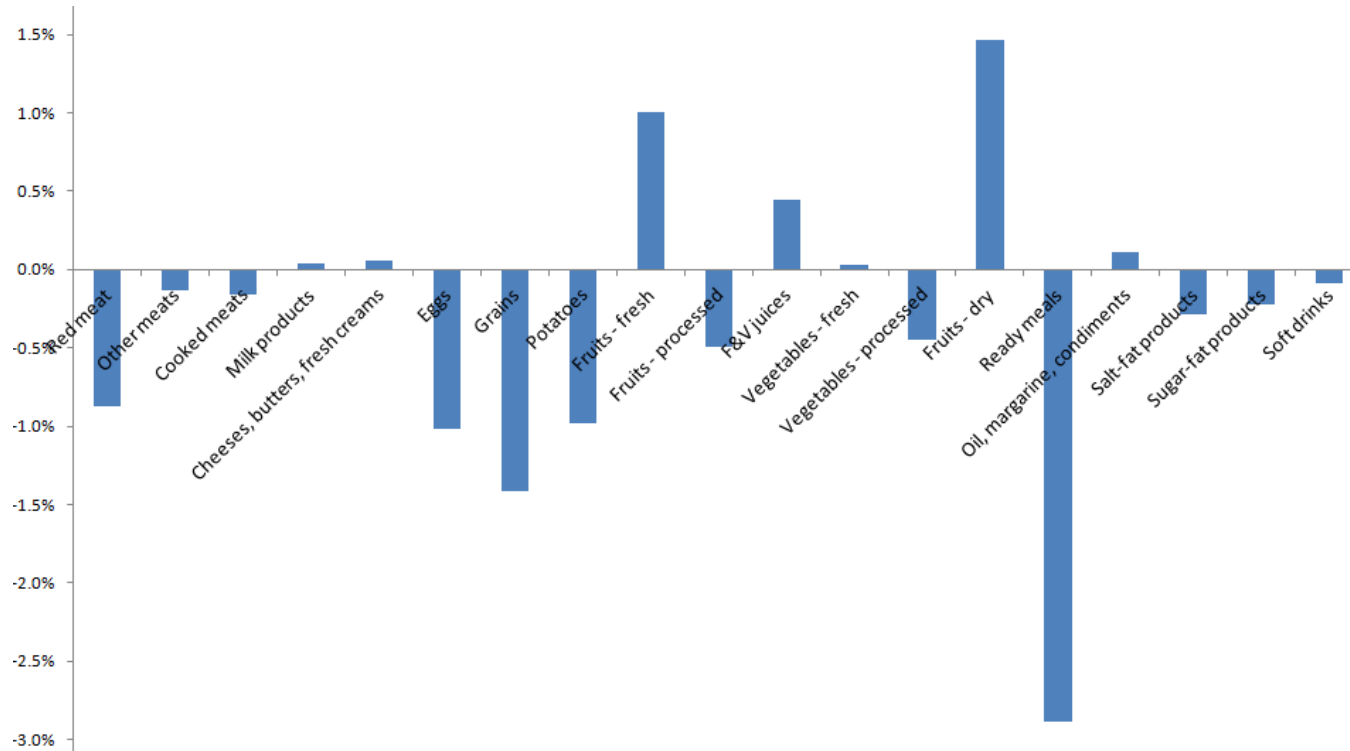
1- Estimate preferences $U(x)$ from market data analysis

2- Simulate change in diets : $\max. U(x)$ subject to nutritional recommendations

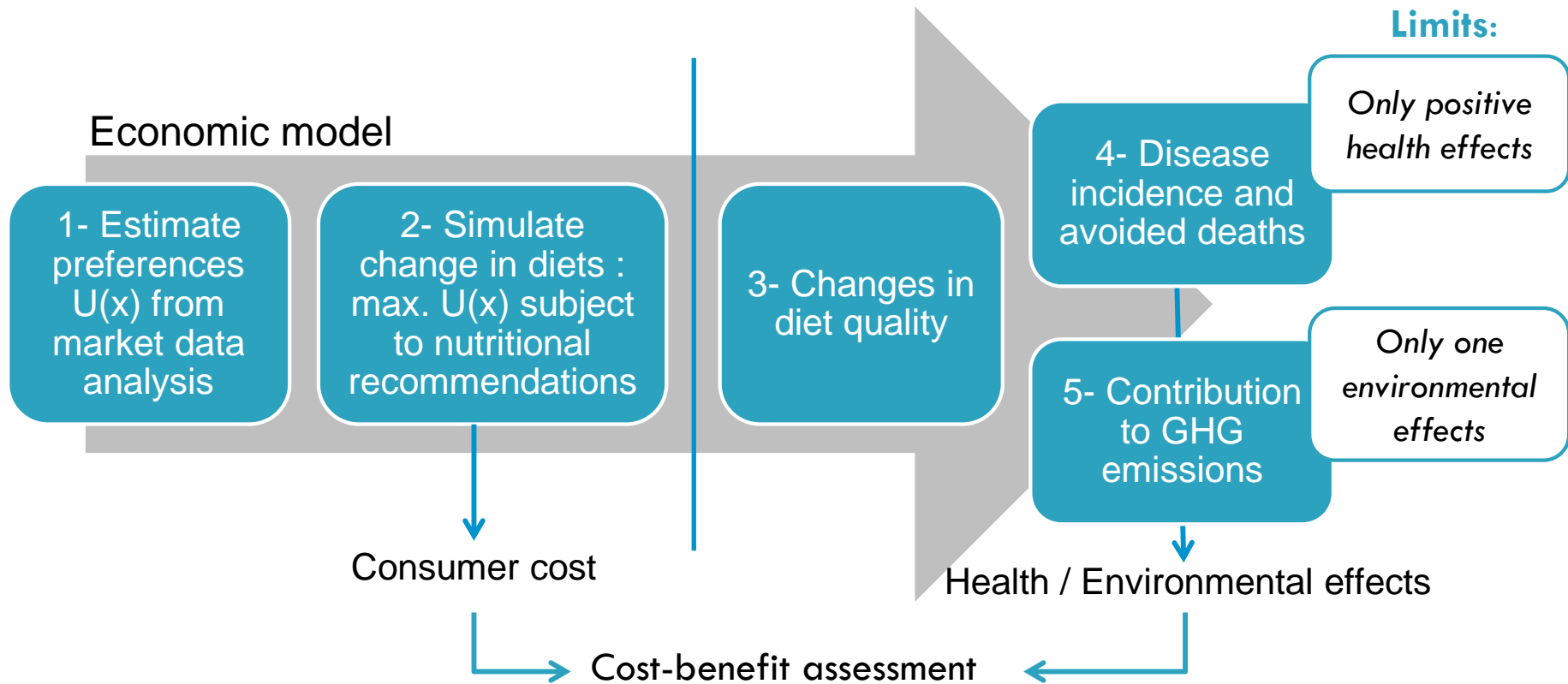


To increase fish consumption in France - Results

□ Diet changes induced by a 5% increase in fish consumption

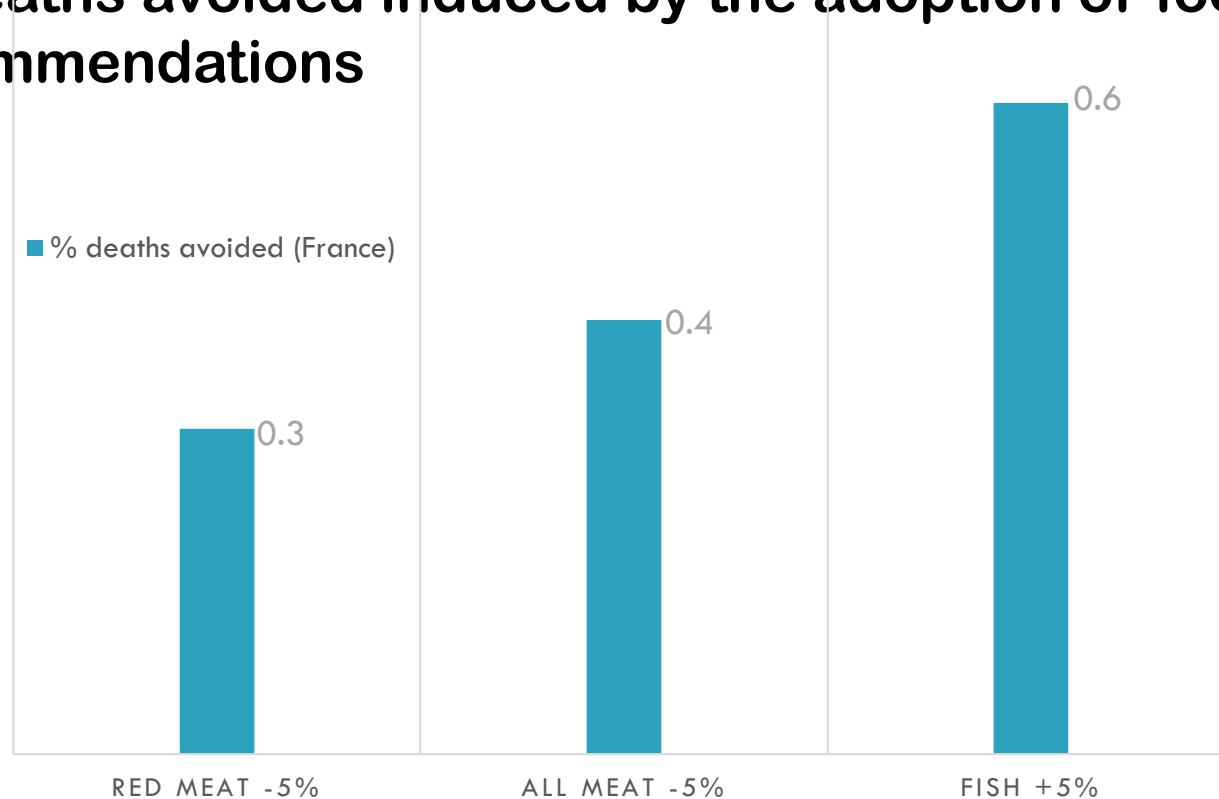


To increase fish consumption in France - Methods



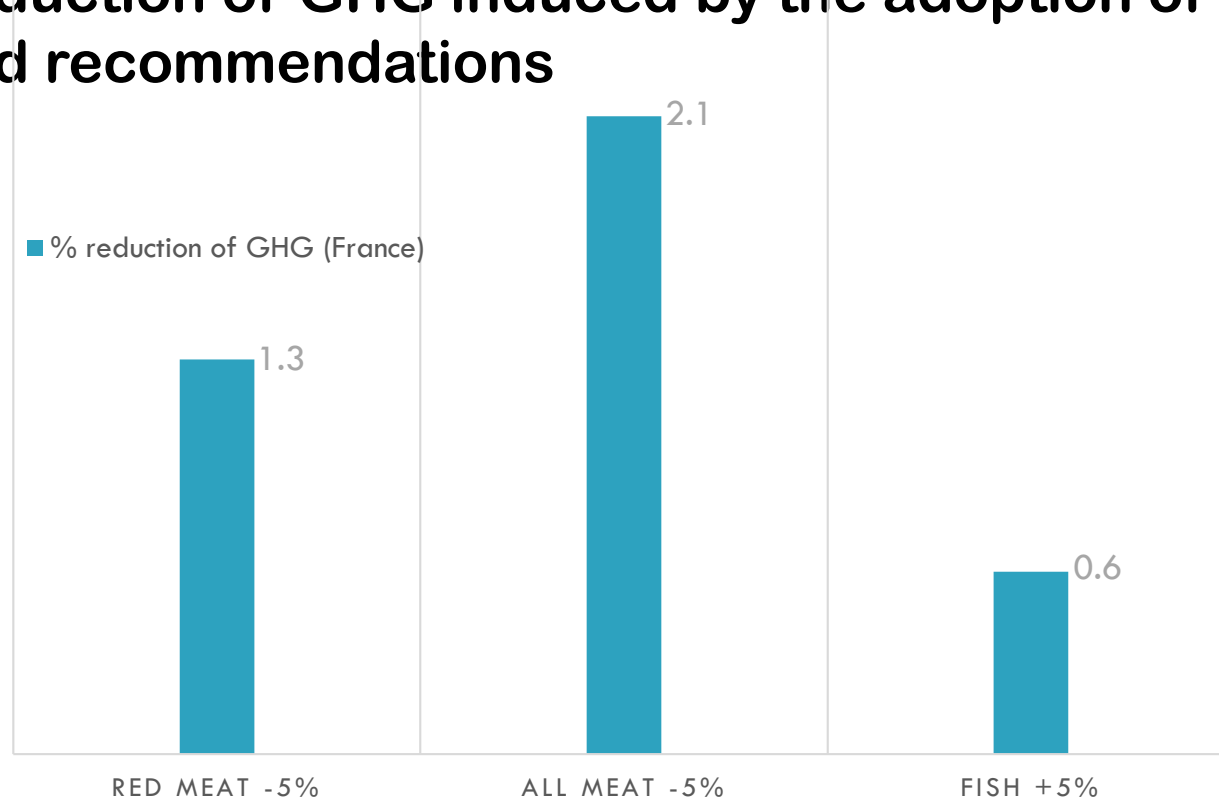
To increase fish consumption in France - Results

- % deaths avoided induced by the adoption of food-based recommendations

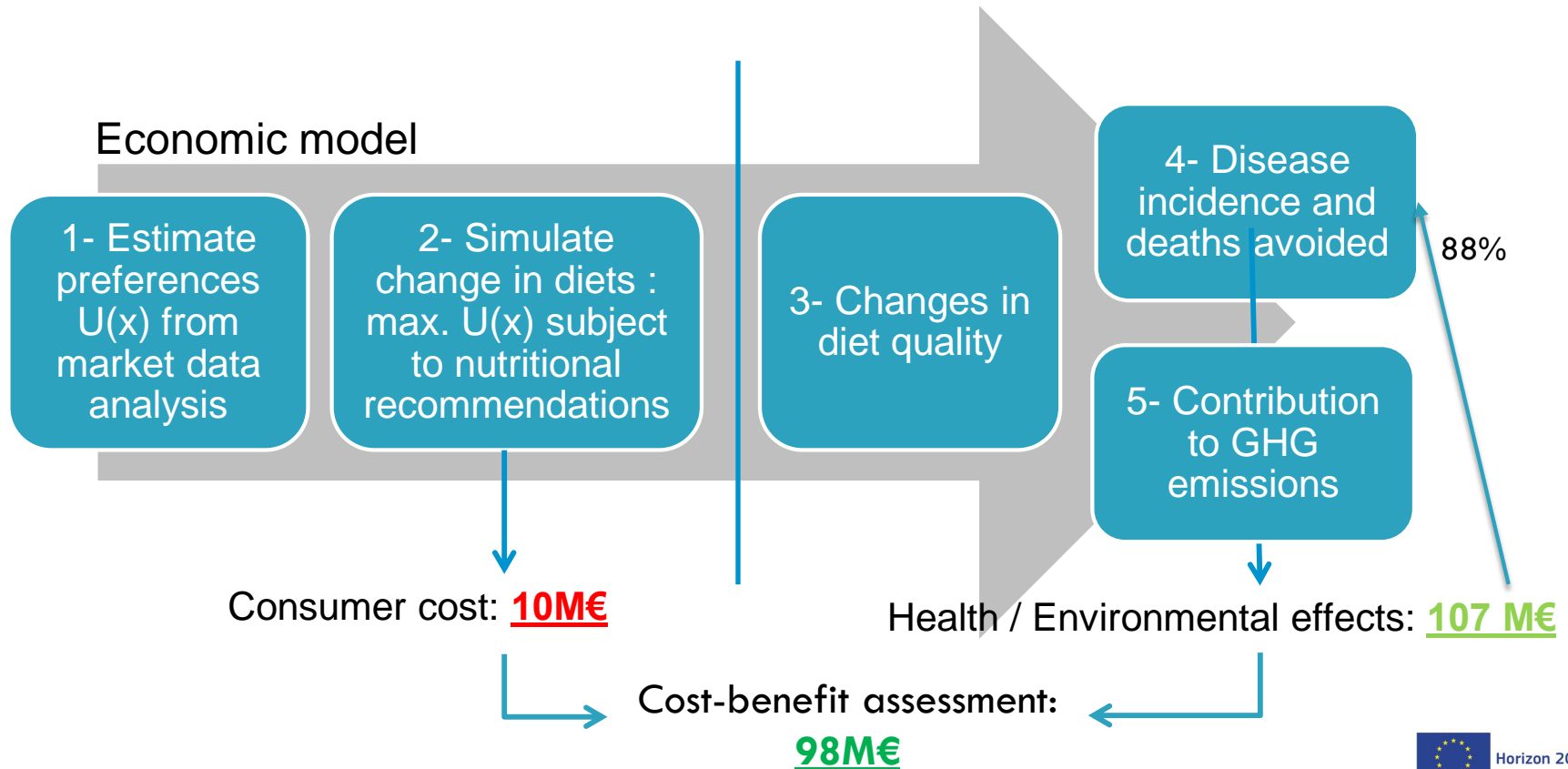


To increase fish consumption in France - Results

- % reduction of GHG induced by the adoption of food-based recommendations



To increase fish consumption in France - Results



Recommendations

- In French contexts, an increase in fish consumption would result in healthier and more sustainable diets
 - Similar results for other European countries (i.e. Finland)
- Promoting fish consumption seems socially desirable as benefits would exceed the associated cost imposed on consumer, industry and public sector



Thank you!



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